

**PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* DAN *WORK MOTIVATION* TERHADAP *EMPLOYEE PERFORMANCE* PADA INDUSTRI WISATA DI DAERAH SELO KABUPATEN BOYOLALI**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Corporate Social Responsibility* dan *Work Motivation* terhadap *Employee Performance* pada industri wisata di Daerah Selo Kabupaten Boyolali. Teknik pengambilan sampel dalam penelitian ini menggunakan menggunakan teknik *stratified random sampling* dan diperoleh sampel sebanyak 57 responden yang terdiri dari tiga jenis industri wisata yang ada di daerah selo, yaitu *café & restaurant*, *hotel & penginapan*, serta *hiburan & rekreasi*. Data primer dalam penelitian ini menggunakan metode kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrument yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, uji multikolinearitas, uji linearitas, uji heteroskedastisitas, uji linearitas berganda, dan uji hipotesis yang meliputi uji t, uji F, dan uji koefisien determinansi, dengan bantuan program IBM SPSS Statistic versi 26. Hasil penelitian ini menunjukkan bahwa *Corporate Social Responsibility* dan *work motivation* memiliki pengaruh positif dan signifikan terhadap kinerja karyawan, baik secara individual maupun secara simultan. Temuan ini menyarankan bahwa penerapan *Corporate Social Responsibility* dan peningkatan motivasi kerja dapat menjadi strategi yang efektif untuk meningkatkan kinerja karyawan khususnya di industri wisata di daerah Selo, Kabupaten Boyolali.

**Kata Kunci:** *Corporate Social Responsibility, Motivasi Kerja, Kinerja Karyawan*

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**THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY AND  
WORK MOTIVATION ON EMPLOYEE PERFORMANCE IN THE  
TOURISM INDUSTRY IN SELO, BOYOLALI REGENCY**

**Ahmad Nur Sahid**

**Abstract**

*This study aims to analyze the impact of Corporate Social Responsibility (CSR) and work motivation on employee performance within the tourism industry in the Selo area, Boyolali Regency. The sampling technique employed was stratified random sampling, resulting in a sample of 57 respondents from three types of tourism-related businesses in the Selo area: cafes and restaurants, hotels and lodging, and entertainment and recreation. Primary data were collected through a questionnaire distributed via Google Forms, which had been tested for validity and reliability. Data analysis was conducted using descriptive analysis, along with instrument tests (validity and reliability tests), classical assumption tests (normality, multicollinearity, linearity, and heteroscedasticity tests), multiple linear regression analysis, and hypothesis testing, including t-tests, F-tests, and coefficient of determination tests. The analysis was carried out using IBM SPSS Statistics version 26. The results indicate that both Corporate Social Responsibility and work motivation have a positive and significant influence on employee performance, both individually and collectively. These findings suggest that implementing CSR initiatives and enhancing work motivation can serve as effective strategies to improve employee performance, particularly in the tourism industry in the Selo area, Boyolali Regency.*

**Keywords:** *Corporate Social Responsibility, Work Motivation, Employee Performance*